



# SEARS BUILDING



## A MARVEL OF MODERN INNOVATION

Standing as the Mail Order District's proud centerpiece, the Sears Building is an icon of commerce and activity, drawing visitors from all over the world and reminding Americans of their proud legacy. Filled with a surplus of goods and services, residences and recreation, the Sears Building is a marvel of innovation and is a testament to the spirit of American pride.

### RESIDENTIAL

TYPE	QUANTITY	% MIX
<b>Studio Lofts</b>	<b>213 Lofts</b>	<b>20.7%</b>
<b>1 BR Lofts</b>	<b>469 Lofts</b>	<b>45.5%</b>
<b>2 BR Lofts</b>	<b>320 Lofts</b>	<b>31.1%</b>
<b>3 BR Lofts</b>	<b>26 Lofts</b>	<b>2.5%</b>
<b>4 BR Lofts</b>	<b>2 Lofts</b>	<b>0.2%</b>
<b>TOTAL</b>	<b>1,030 Lofts</b>	<b>100%</b>

### COMMERCIAL + RETAIL

TYPE	QUANTITY	% MIX
<b>Department Store</b>	<b>200K SF</b>	<b>25%</b>
<b>The Boiler (dining)</b>	<b>10K SF</b>	<b>1.5%</b>
<b>The MarketPlace (retail)</b>	<b>100K SF</b>	<b>25%</b>
<b>The WorkSpace (creative office)</b>	<b>200K SF</b>	<b>29%</b>
<b>The Heights (rooftop)</b>	<b>3 ACRES</b>	<b>19%</b>
<b>The Tower (event space)</b>	<b>14K SF</b>	<b>2%</b>
<b>Exhibition Space</b>	<b>10K SF</b>	<b>1.5%</b>
<b>TOTAL</b>	<b>678K SF</b>	<b>100%</b>

TOTAL approx. 1,550,000 SF Residential + Creative Office + Commercial + Retail Space



# THE HEIGHTS

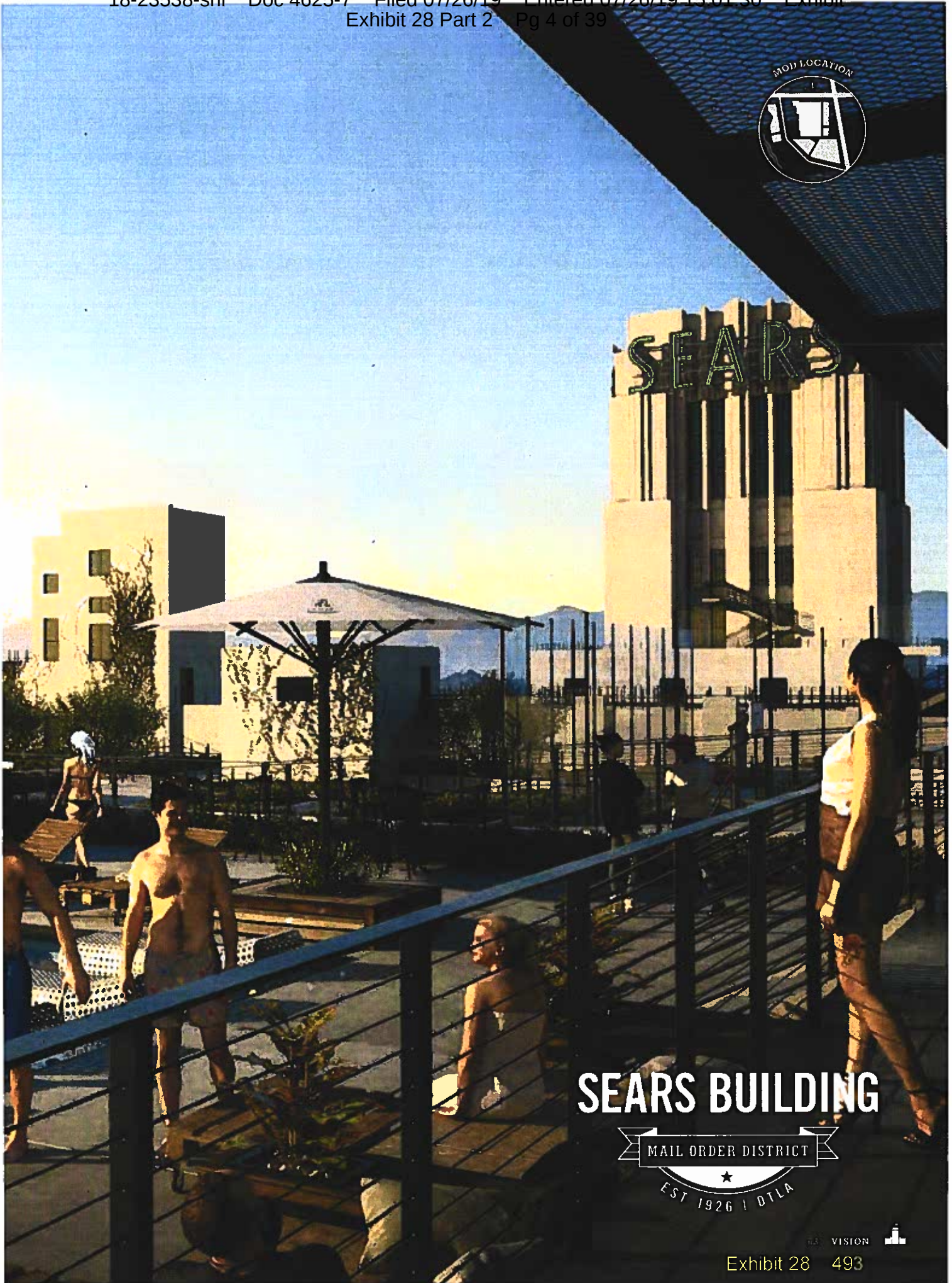
## TAKING RECREATION HIGHER

Providing residents and guests with exceptional views of the LA city skyline, The Heights is the ultimate rooftop experience featuring 3 acres of recreational amenities and event space. Meandering pathways provide interesting ways to explore The Heights with bridges that span light wells for additional adventure.

### FEATURING

Pool	
Golf	
Tennis Courts	
Basketball Courts	
<b>TOTAL</b>	<b>3 ACRES</b>





**SEARS BUILDING**

MAIL ORDER DISTRICT

EST 1926 | DTLA

VISION



# SEARS BUILDING

MAIL ORDER DISTRICT





# THE LOFTS

## ONE-OF-A-KIND HISTORIC LIVING SPACES

Offering unique living environments, the 1,030 residences at the Sears Building combine a true loft experience in a landmark building with an expansive, amenity rich campus setting. Boasting open floor plans, oversized windows, concrete floors, exposed lighting and downtown and mountain views, The Lofts provide the best of both worlds to today's discerning urban dweller.

TYPE	QUANTITY
Studio	213 Lofts
1 BR Lofts	469 Lofts
2 BR Lofts	320 Lofts
3 BR Lofts	26 Lofts
4 BR Lofts	2 Lofts
<b>TOTAL</b>	<b>1,030 Lofts</b>





# THE MARKETPLACE

IMAGINATIVE. INVENTIVE. IMMERSIVE.

With a 30+ vendor food hall, The MarketPlace is a treat for all the senses. Indie boutiques, trendsetting retailers and exotic cultural specialties bring unexpected experiences to even the most discerning individuals. From fine dining to casual eateries and one-of-a-kind culinary counters, exploring the MarketPlace will be a popular destination for foodies and lovers of adventurous cuisine.

The MarketPlace will feature a showcase of classic automobiles from the owner's personal collection.

## FEATURING

**30+ Vendor Food Hall**

**Specialty Dining**

**Indie Boutiques**

**TOTAL**

**110K SF**





# THE WORKSPACE

INSPIRED OFFICE ENVIRONMENTS

Featuring 200K+ SF of creative offices, The WorkSpace will be home to innovative companies and entrepreneurs looking to make their mark. A thriving hub of innovation since 1927, working in the Sears Building is the ultimate place to develop resources, expand business and distribute ideas worldwide.

## FEATURING

Creative Office

Co-working Space

TOTAL

230K SF

## SEARS BUILDING

THE MAIL ORDER DISTRICT

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THE MAIL ORDER DISTRICT





# THE SQUARE



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## THE ULTIMATE GATHERING PLACE

Outdoor year-round entertainment is a defining feature of the Mail Order District, with near perfect southern California climate 347/365. Landscaped to reflect the authentic character of the region, The Square provides thoughtfully  
areas for visitors and residents, lawns for recreation and playgrounds, all  
organized around a communal plaza for events and happenings.



### FEATURING

**Recreation Lawn**

**Gathering Plaza**

**Paseo Walkways**



THE MAIL ORDER DISTRICT 70

# THE STATION

MAIL ORDER DISTRICT

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## COMMERCE CONTAINED

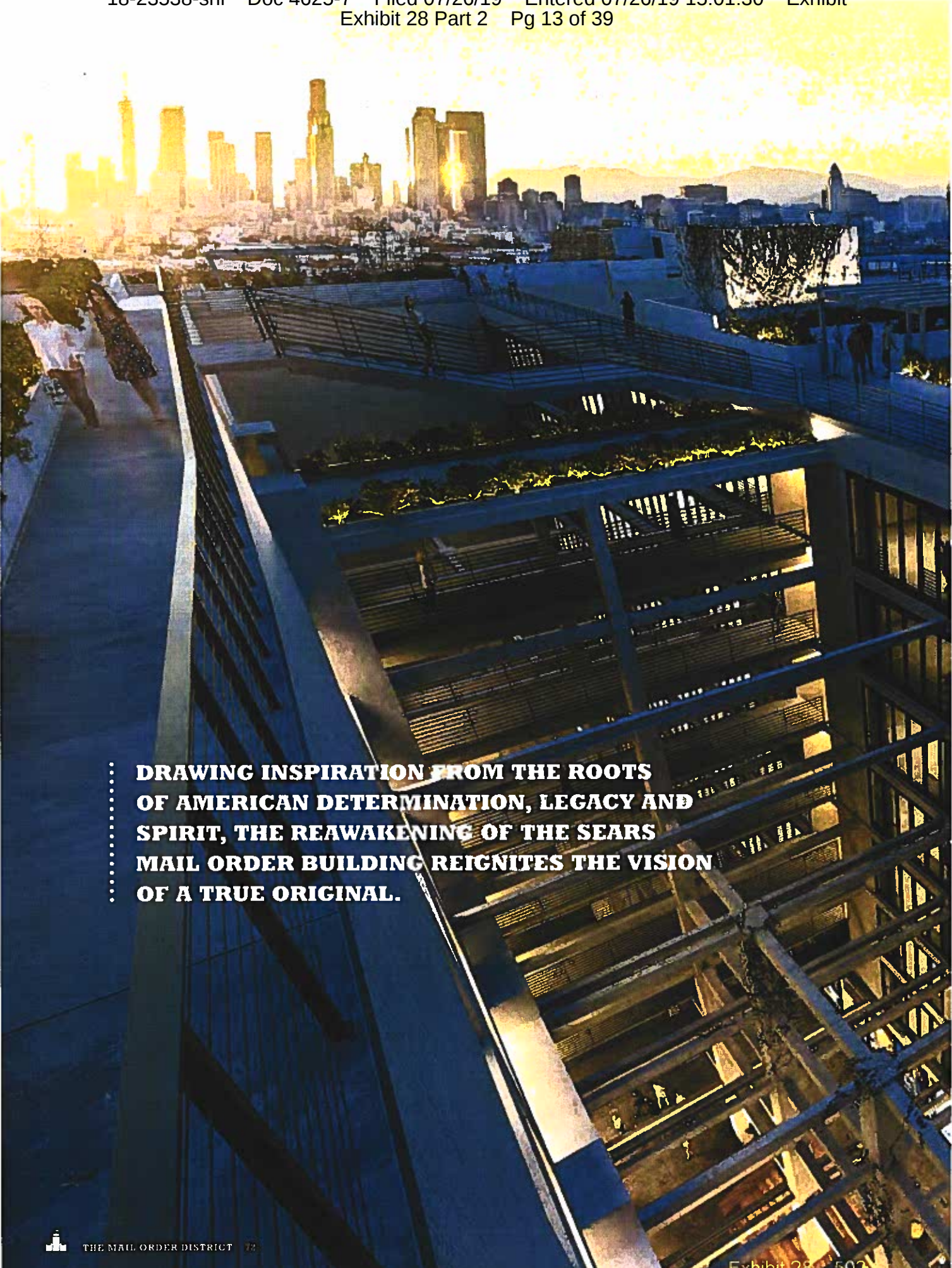
Historically reimagined, The Station recreates the original railway spur that provided unprecedented access to merchandise from around the country. By transforming railcars into dining and shopping spaces, an immersive outdoor experience will be established that includes an architecturally inspired platform with additional retail opportunities.

### FEATURING

6 Railcar Retail Spaces

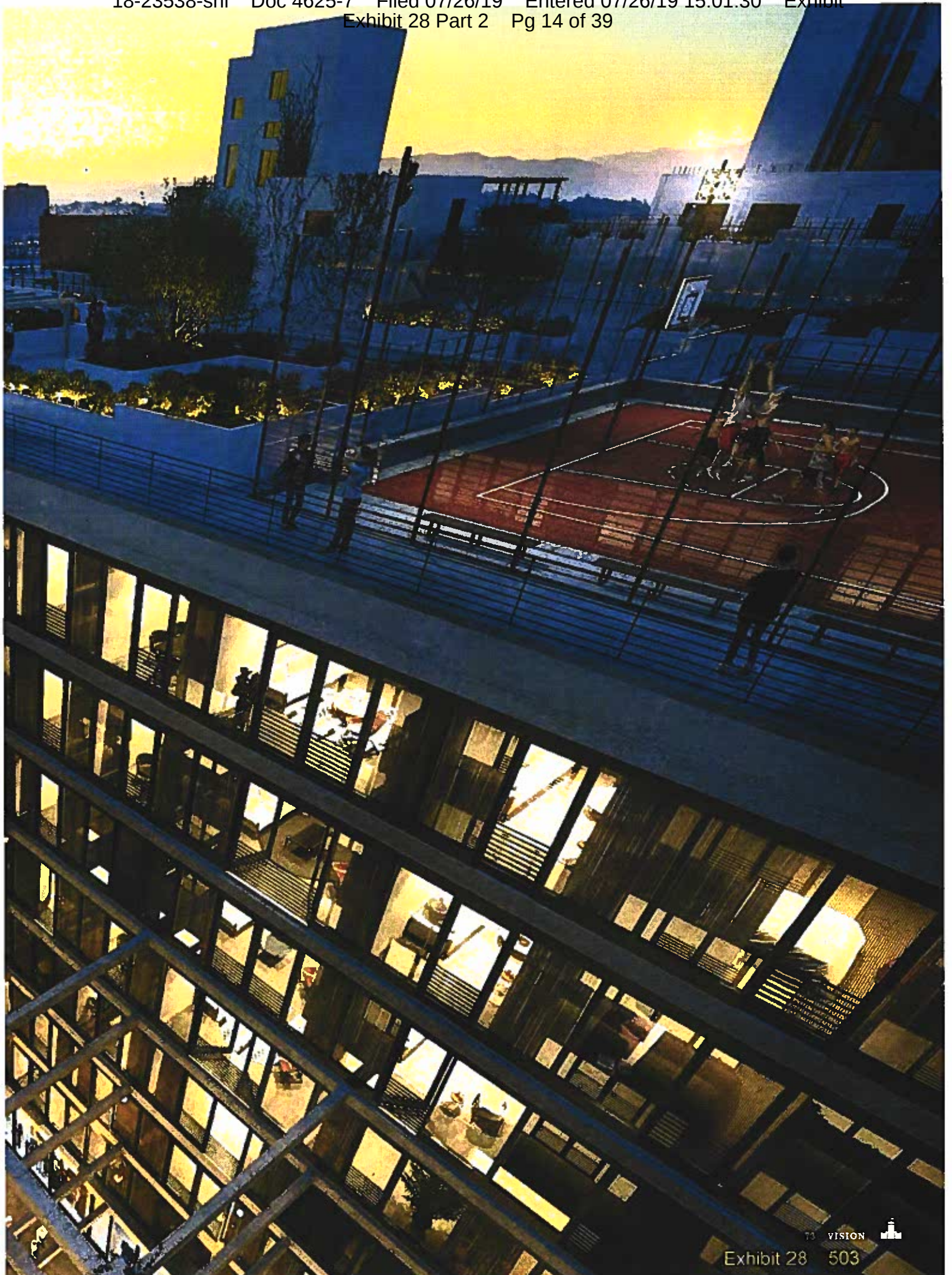
Large Platform & Kiosks





**DRAWING INSPIRATION FROM THE ROOTS  
OF AMERICAN DETERMINATION, LEGACY AND  
SPIRIT, THE REAWAKENING OF THE SEARS  
MAIL ORDER BUILDING REIGNITES THE VISION  
OF A TRUE ORIGINAL.**





## A RESOURCE FOR DAILY LIVING

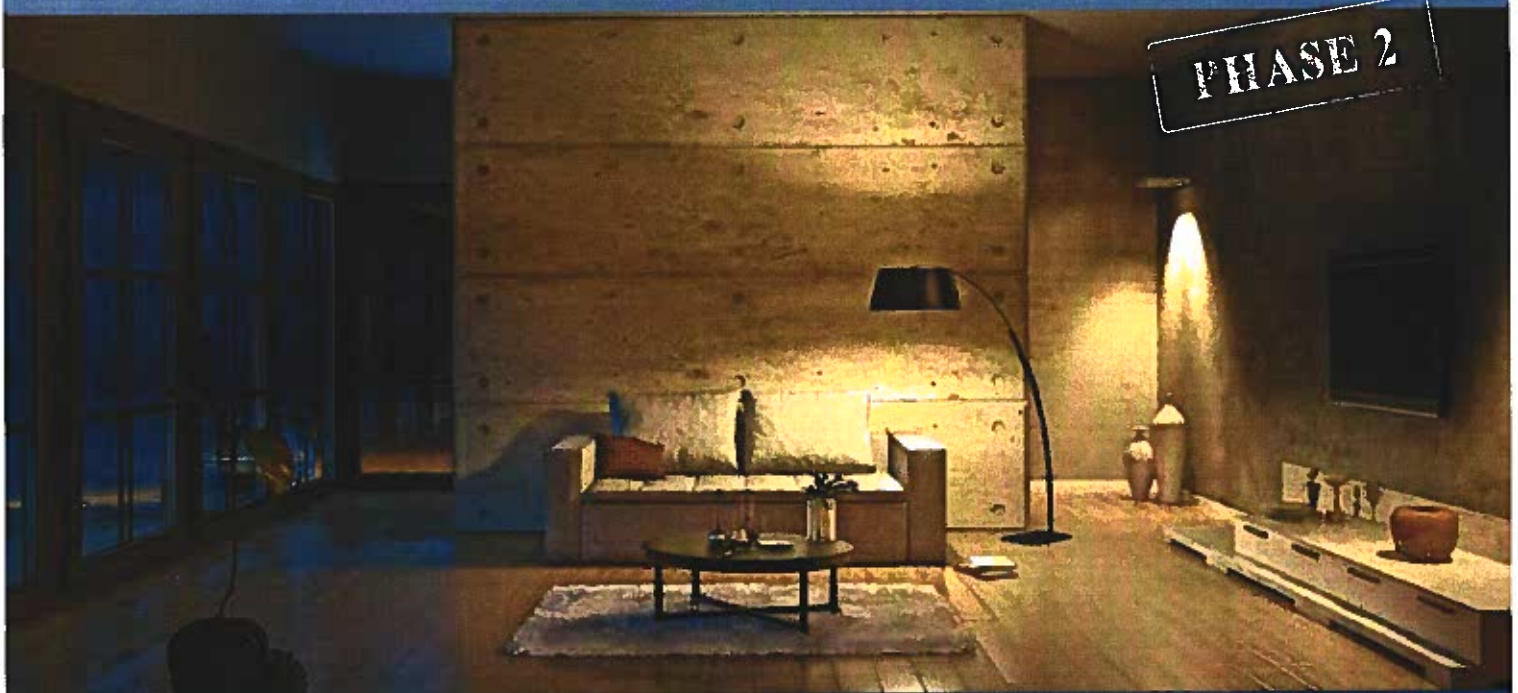
Anchoring the Mail Order District's southeast corner, The Supply House is a newly constructed, mixed use building situated along Soto Street. With extensive parking capacity, this will be a primary point of entry into the District. With 30K SF of anchor retail space at ground level and 250 lofts located above, The Supply House stays true to its namesake as a resource for daily living.

# SUPPLY HOUSE



TYPE	QUANTITY
<b>Lofts</b>	<b>250</b>
<b>Retail Space</b>	<b>30K SF</b>
<b>Parking Structure</b>	<b>2,000+</b>

See agent for floorplans



## AN URBAN OASIS

With ample parking and a wide array of retail and residential options, building Number 12 creates a new pedestrian oasis along what was previously 12th Street. Truly revolutionary with progressive architecture, connectors and underpasses, this vibrant building offers 150 residences, contemplative courtyards and endless inspiration. 33K SF of total retail and commercial spaces across the southern Rio Vista corridor, improving the value of the adjacent buildings and incentivizing their future transformation into creative spaces.

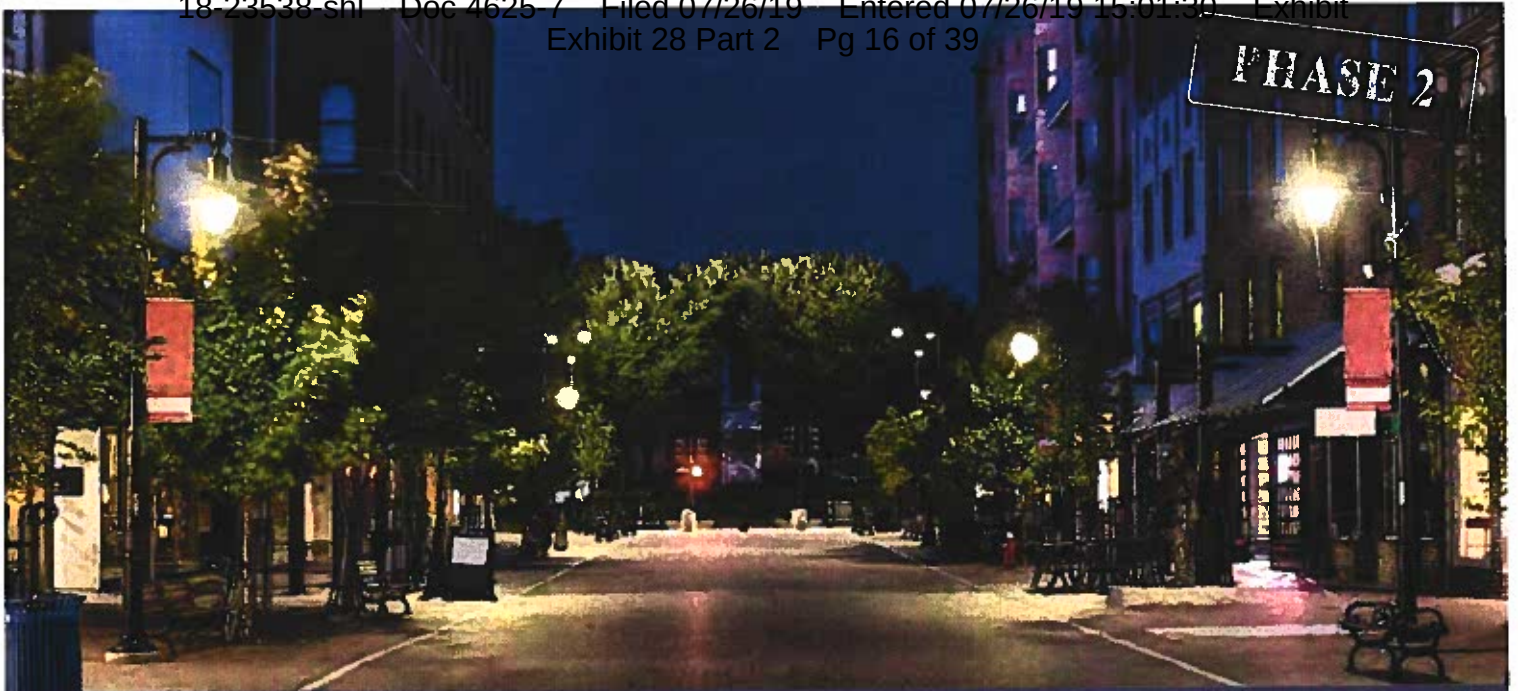
# NUMBER 12



TYPE	QUANTITY
<b>Lofts</b>	<b>450</b>
<b>Retail Space</b>	<b>35K SF</b>

See agent for floorplans





# RIO VISTA



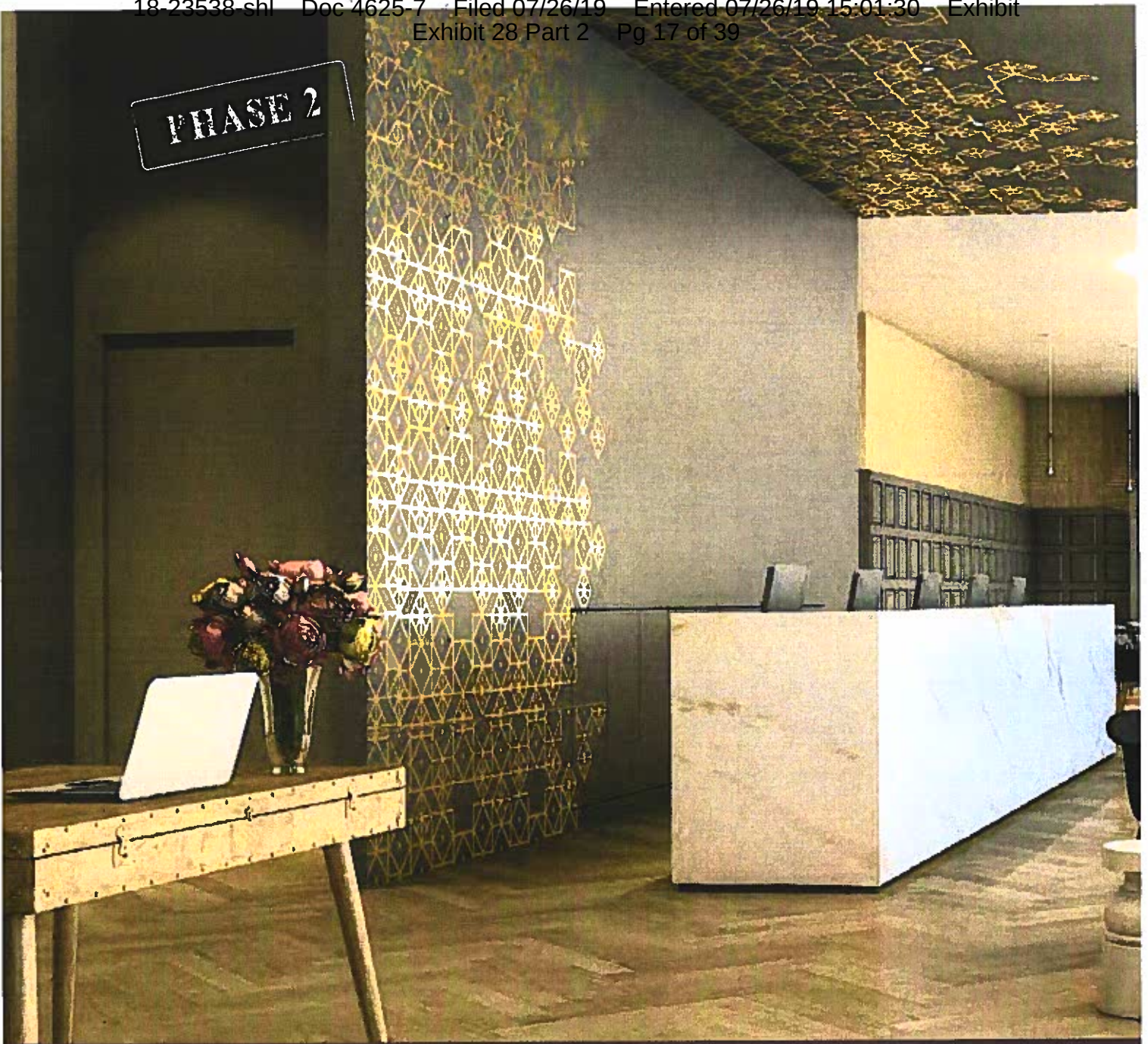
## COME HOME TO COOL

Urban enthusiasts looking for the ultimate urban life spot to live and play will be excited to learn that Rio Vista 450 units will be positioned along the I-405 with access to 30K SF of retail amenities, making it a perfect option for young families. Stunning views, great adjacency and immediate access to public spaces provide a truly modern way of life for the modern American.

TYPE	QUANTITY
<b>Lofts</b>	<b>450</b>
<b>Retail Space</b>	<b>30K SF</b>

See agent for floorplans







# ANNEX HOTEL



## DTLA'S NEWEST BOUTIQUE HOTEL

The Annex is a trend-setting boutique retreat that's minutes away from the heart of the Mail Order District, LA River and the best of DTLA. The Annex is a 120-key hotel that opens new possibilities for business and leisure travelers. An exclusive rooftop lounge, immersed in downtown views and access to the Mail Order District's spectacular history and offerings take guests on an unforgettable urban adventure.

TYPE

QUANTITY

Keys

120

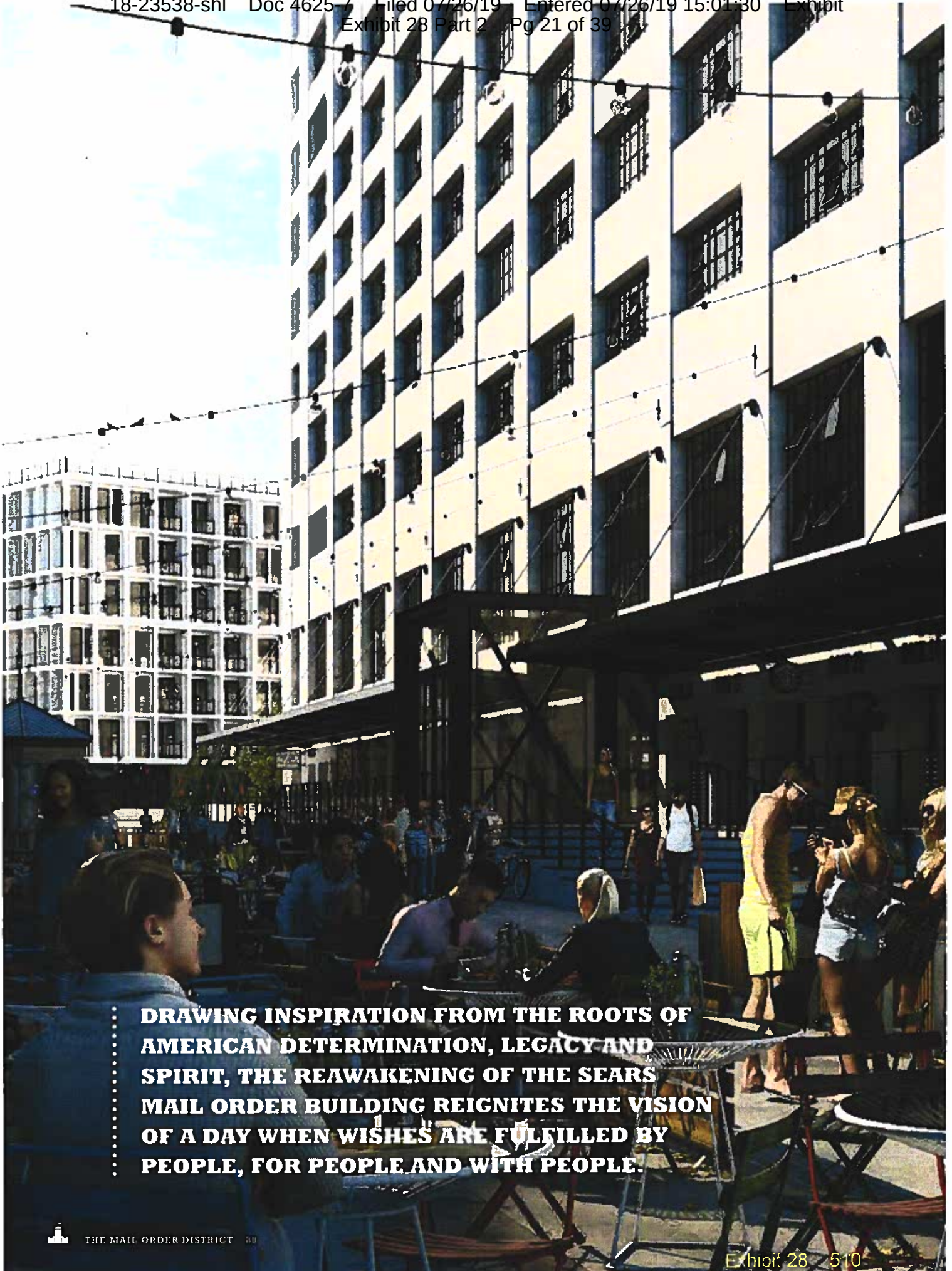


# THE FUTURE OF FULFILLMENT



Massive in both scale and reach, the Mail Order District resonates with the community's rising desire for something different. Boldly updating what's been done to what's never been done before, the Mail Order District captures the zeitgeist of our culture today, transforming the ordinary into extraordinary.

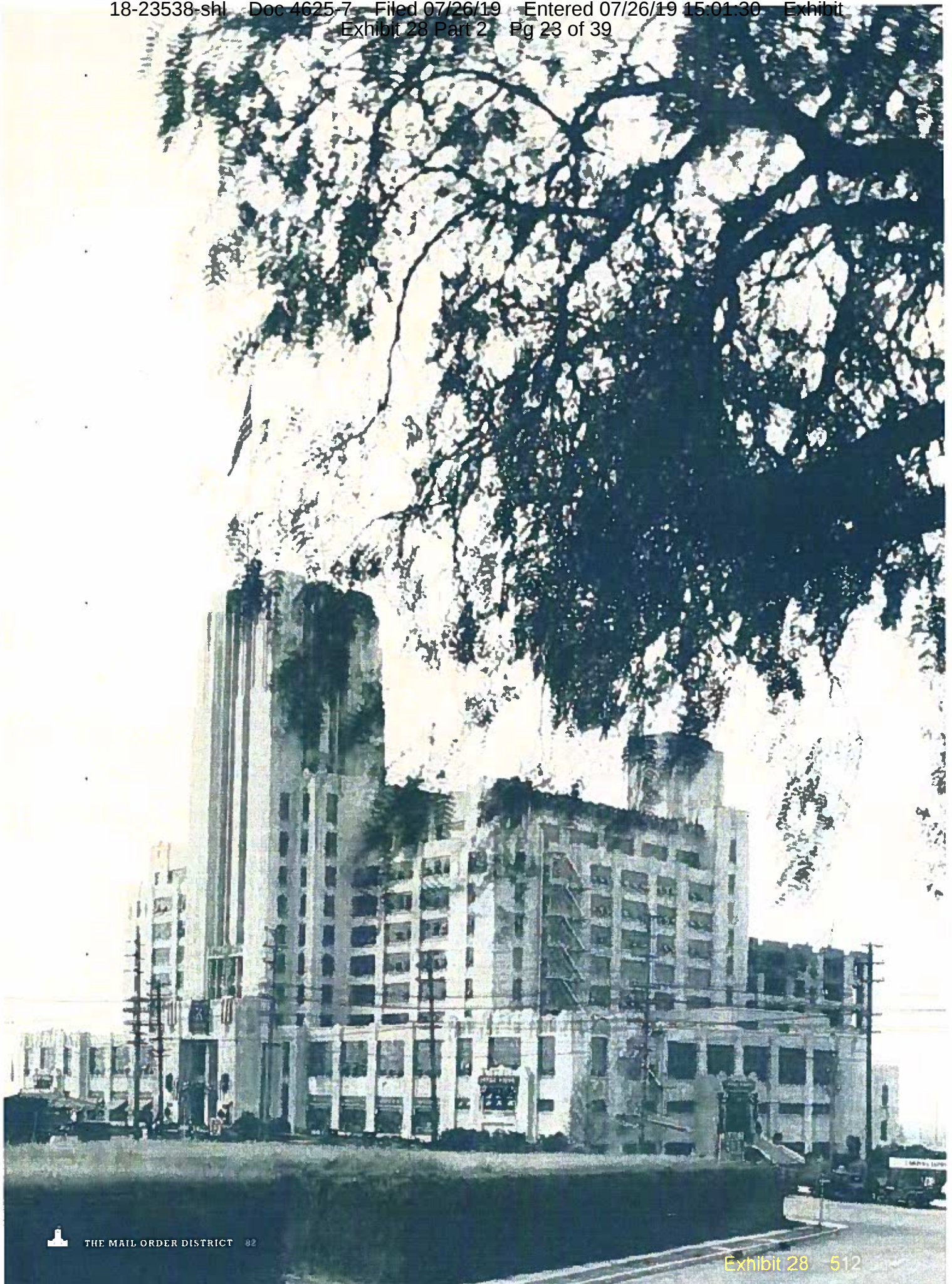




**DRAWING INSPIRATION FROM THE ROOTS OF  
AMERICAN DETERMINATION, LEGACY AND  
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MAIL ORDER BUILDING REIGNITES THE VISION  
OF A DAY WHEN WISHES ARE FULFILLED BY  
PEOPLE, FOR PEOPLE AND WITH PEOPLE.**







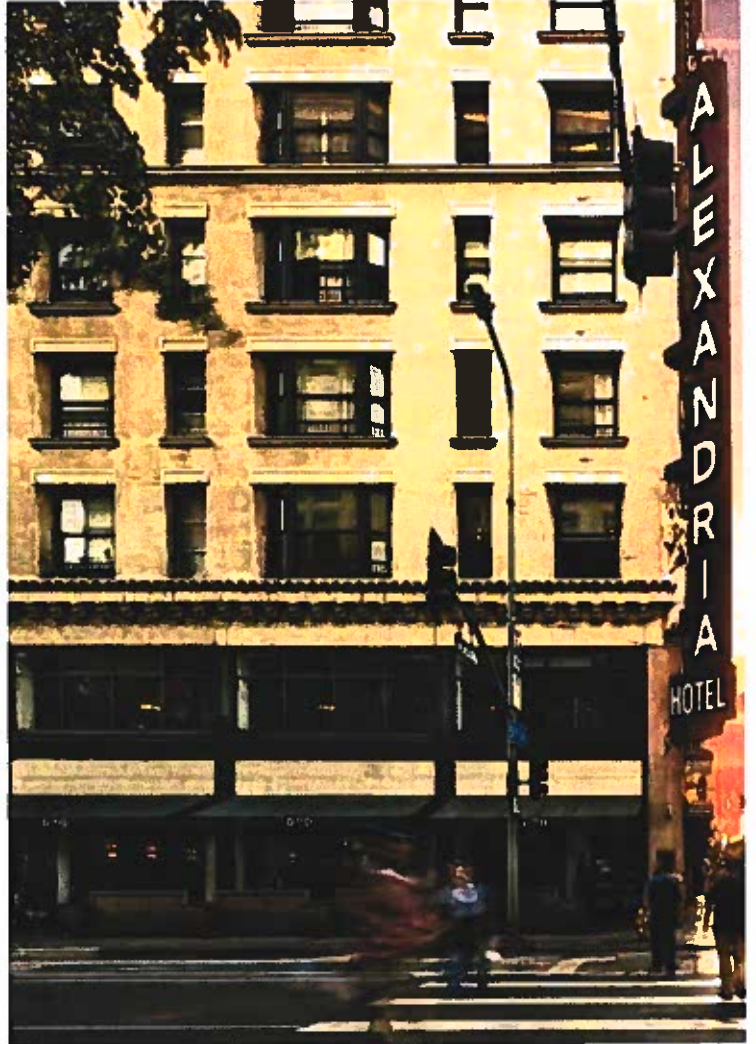
# 05

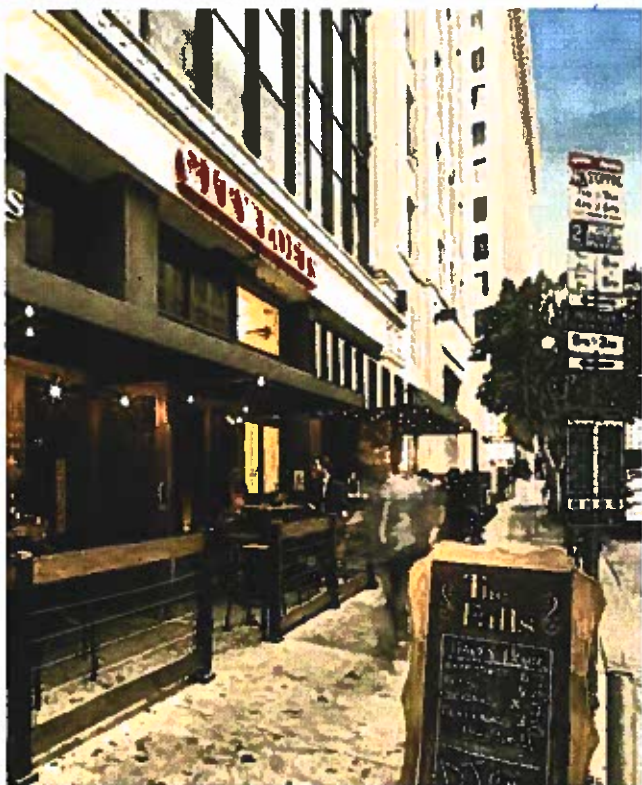


## PLACEMAKERS

TRANSFORMING THE CONTEMPORARY LOS ANGELES CITYSCAPE  
WITH THE MAIL ORDER DISTRICT, THESE PLACEMAKERS ARE  
ENACTING MASSIVE CHANGE, REVOLUTIONIZING THE WAY WE  
LIVE, WORK AND PLAY.





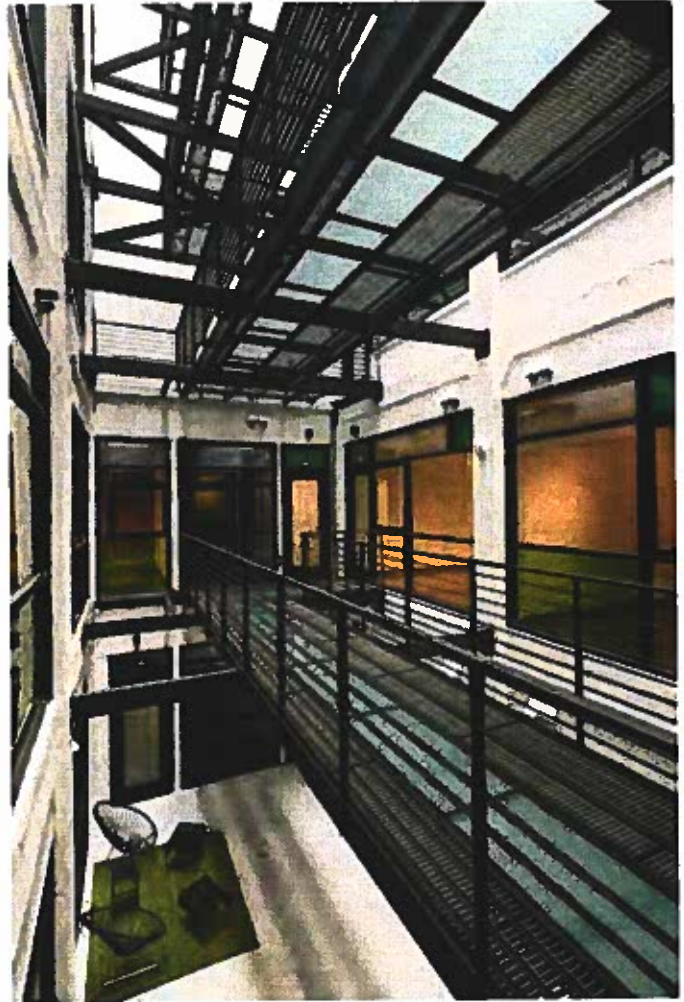


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# SHOMOF GROUP

Shomof Group has been investing in real estate since 1982. Today they own and manage over 3,000 residential units and over half a million square feet of retail space in Los Angeles, Las Vegas and Long Beach. In 1999, Shomof Group was the first to use the city's Adaptive Reuse Ordinance to convert an office building into live-work lofts. Since then, they have been buying historical office buildings and converting them into lofts, renovating retail spaces, and bringing in sidewalk cafes, clothing boutiques, restaurants and bars.







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# OMGIVNING

Omgivning's focus is to strengthen urban communities through architecture and interior design, emphasizing the adaptive reuse and revitalization of existing buildings in Los Angeles. By aligning the goals of the client with the neighborhood's history, aesthetics, current uses and growth patterns, each building's particular history, nuances, challenges and opportunities are celebrated. Omgivning combines an understanding of place with substantial experience of city requirements and regulations to create spaces that succeed for the client and the community.



**Above:** The Broadway Lofts  
**Below:** Broadway Trade Center

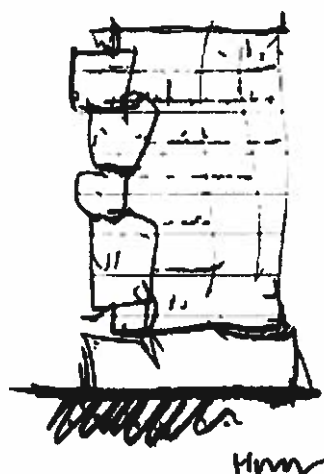




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# DOUG HANSON

With over three decades of experience collaborating with some of the world's leading architects producing major projects in Africa, Asia, Europe and North America, HansonLA's vision is driven by an awareness and application for the cultural, economic and intellectual complexities of the modern world. It is with this pedigree and professional historic reference that HansonLA has become a leading design firm in Los Angeles' downtown core in the repositioning and renovation of the existing urban fabric and interfacing new development.

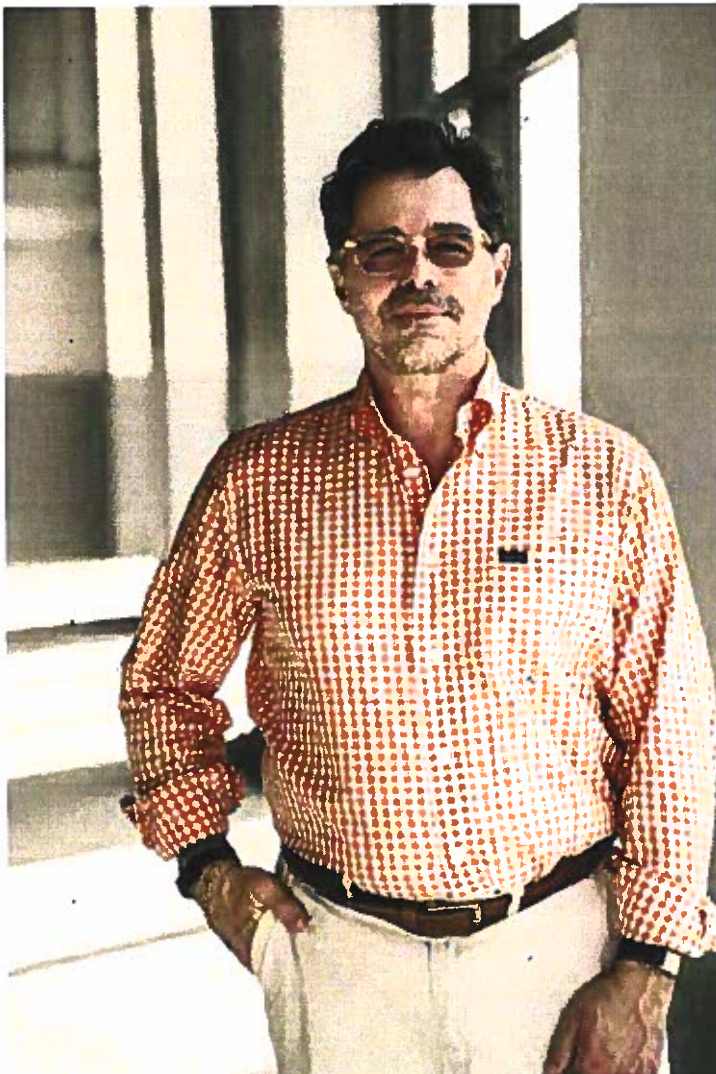


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# HAMID BEHDAD

Hamid Behdad is Founder and President of Central City Development Group (CCDG), an urban-infill real estate development company established in 2007. Under Hamid's leadership and in just two years, CCDG managed, entitled and provided advisory services for several mixed-use development projects in Southern California, totaling over 775 residential units. Hamid has championed the city's efforts by establishing a citywide Adaptive Reuse Program that facilitated the conversion of dilapidated commercial and industrial buildings into mixed-use developments. Prior to forming CCDG, Hamid served three Mayoral Administrations for the City of Los Angeles, where he earned the title "Czar" of Adaptive Reuse Projects for the city.





## ROBERT CHATTEL

In 1994, Robert Chattel established Chattel, Inc., a historic preservation consulting firm located in Los Angeles. For over 20 years, Chattel's staff of architects, historians and planners have helped governmental agencies and stakeholder groups identify important resources and plan for their preservation. The firm specializes in applying the Secretary of the Interior's Standards for the Treatment of Historic Properties and interpreting federal, state and local historic preservation law and regulations. Chattel Inc.'s skills streamline reviews to seamlessly achieve creative changes to historic properties.

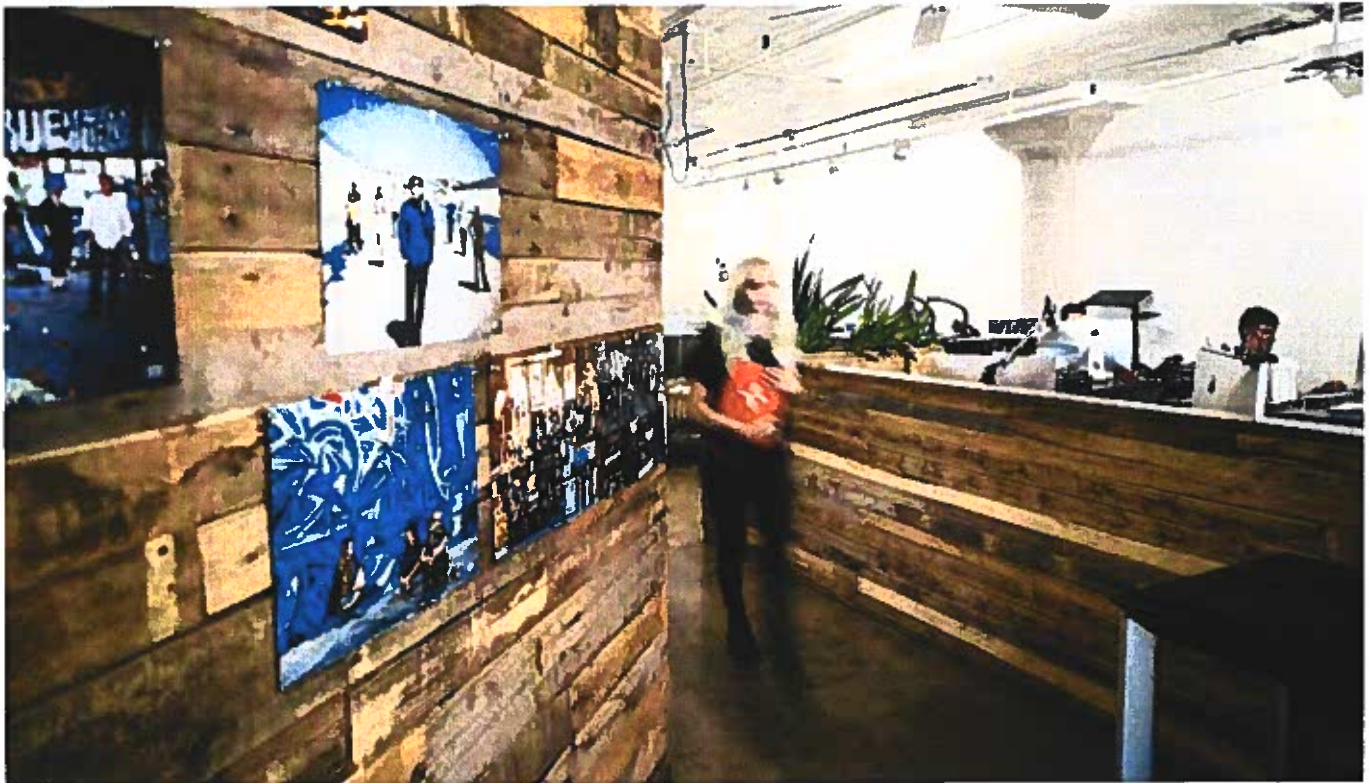
“AUTHENTIC BRANDING ELEVATES  
EVERYONE'S PERCEPTION ABOVE  
THE MUNDANE - ALLOWING US TO  
EXPERIENCE A SENSE OF INTIMACY IN  
AN EVER-CHANGING GLOBAL ECONOMY.”

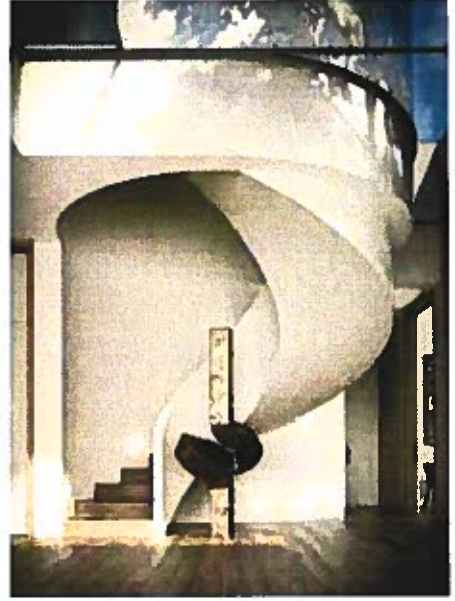
JAMIE SCHWARTZMAN, PRINCIPAL

# FLUX BRANDING

Flux Branding is a savvy, identity-driven creative branding studio that crafts, develops and launches out-of-the-box brands into stardom. Located in the heart of DTLA's Arts District, Flux specializes in the way a brand is seen, felt and experienced. Like the name implies, Flux facilitates the flow of change, stimulating chain reactions that transform powerful brand positioning into ultimate brand immortality. The catalyst that propels your brand forward, Flux creates exponential impact by igniting passion in everyone.







# BINYAN STUDIOS

Binyan Studios is a leading Architectural 3D Renderings and Animation Studio. With Studios in New York, Sydney, Melbourne and Brisbane, their team of 90+ fully in-house artists, filmmakers and producers create bespoke, compelling images and films for the who's who of the property and architecture industry across the USA and the globe. Binyan believes every image and film needs to tell a story and connect to the viewer's sense of self. Unified by a commitment to meticulous detail and quality, their collective eye for beauty and careful consideration of subtleties translates into stunning results.





**MAY 01, 2017**



**TO THE NEXT GENERATION OF  
INNOVATORS, CONNECTORS  
AND CREATORS:**

**THE MAIL ORDER DISTRICT  
SOUNDS A CALL TO ALL  
THOSE WHO SEEK  
EXCEPTIONAL EXPERIENCES.  
WE HOPE TO INSPIRE YOU  
TO FOLLOW YOUR DREAMS  
AND DELIVER ON YOUR  
UNLIMITED POTENTIAL.**

**GODSPEED,  
THE MAIL ORDER DISTRICT**

## **CREDITS**

### **SPECIAL THANKS TO:**

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Greg Fischer, LA1781, Inc.

Workman and Temple Family  
Homestead Museum Collection

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Twitter: @SearsMOD  
Instagram: @SearsMOD

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All descriptions, dimensions, references to condition and necessary use for permission for use in occupation and other details are given without responsibility, and any intending purchasers or lessees should not rely on them as statements of fact, but must satisfy themselves by inspection or otherwise as to the correctness of each of them.

All images of the building are computer generated and of indicative purposes only. All floor areas and measurements are approximate.



**MAKE  
YOUR  
MARK**

